

CaixaBank and imagin surpass 1.7 million users in their Cashback program from the app

- *The service, integrated into the CaixaBank and imagin apps, consolidates its growth and reinforces recurring use among customers, who can recover part of the amount of their card purchases in affiliated stores*
- *Cashback account already has 116 active brands, including international and reference brands, with a wide and diverse offer in sectors such as fashion, mobility, leisure, dining, energy, or travel*
- *Of the total users, 1.22 million correspond to CaixaBank clients and 531,000 to imagin users*

August 2026

CaixaBank and imagin have surpassed **1.7 million users** in their **Cashback** program, the service integrated into their mobile applications that allows customers to get refunds on their card purchases at participating stores. Since its launch, it has registered positive evolution both in the number of users and in usage frequency, which reinforces its role as a valuable feature within the digital customer experience and consolidates it as one of the main integrated rewards initiatives within digital banking in Spain.

Of the total registered users, **1.22 million correspond to CaixaBank clients** and **531,000 to imagin users**, which reflects the good reception of the service in both digital environments. Cashback is designed to make it easy for customers to access personalized offers and allow them to recover part of the amount of their purchases easily, directly from the app and without the need for additional procedures.

The service works intuitively: users access the Cashback space within the app, view the available offers, and when they do, they are automatically activated. Once the purchase is made with a card at one of the affiliated stores, the customer receives a percentage of the amount paid as a refund, which is later deposited into their account.

Currently, the program has **116 active brands**, including international signatures and reference companies in their respective sectors. In the brand ecosystem are, among others, BP, McDonald's, Uber, Fnac, Telepizza, Tous, etc. This network of *partners* allows offering a varied and quality

proposal, with discounts and refunds associated with diverse consumption categories, from fashion, leisure and mobility to dining, energy, travel or home equipment.

In addition to user growth, the proposal has progressively integrated into customers' buying habits, accompanying both one-time purchases and daily recurring needs. The service combines personalization, ease of use, and an increasingly wide range of brands, with the goal of providing tangible benefits in the daily lives of users.

With this evolution, CaixaBank and imagin reinforce their commitment to continue incorporating new digital services that add value to customers and users. Cashback is part of the entity's innovation strategy, focused on improving the app experience, expanding available functionalities, and offering useful, simple, and adapted digital solutions to current consumption habits.

CaixaBank, leader in innovation

Technology and innovation are key for CaixaBank, currently the first bank in Spain and one of the most relevant in Portugal. With the largest base of digital customers in the financial sector in Spain, more than 12 million, the entity is at the forefront of developing new models and systems to meet the demands of its customers.

The entity has its own technology subsidiary, CaixaBank Tech, and multidisciplinary teams to bring innovation to all areas of the organization. Through cutting-edge technology, CaixaBank is driving an ambitious digital transformation plan. The goal is to put technology at the service of people, with services and solutions that facilitate more personalized advice, a better commercial offering, and the linking of new financial services and a more agile decision-making model.